

Sector
Tourism
Project Title:
Artificial Beach
Nature of Tourism:
Leisure Tourism
Project Description:
<p>Increasing economic prosperity has brightened the prospects of Indian tourism industry which is a key sector of Indian economy. With revenue of USD 32 billion, it contributed 5.3% to the Gross Domestic Product (GDP) of the country in the year 2005-06 and generated highest number of employment.</p> <p>Among various tourism segments, leisure tourism is rapidly gaining grounds in the Country. Rising employment, higher disposable income and increasing propensity towards maintaining a greater work life balance have been identified as key growth drivers of the industry.</p> <p>Realizing the tremendous socio-economic potential of the sector and provide thrust to the upcoming tourism industry, the Government of Madhya Pradesh (GOMP) is keen to initiate the development of an artificial beach in the State. The concept is based on “Ocean Dome” artificial beach in Japan and MP would be the first state to replicate this pioneering concept in the Country.</p> <p>The development plans envisages creating an artificial beach with all necessary components such as sand shore, wave pool, surfing zone etc., to create a replica of a natural beach at the heart the Country.</p> <p>The beach would be constructed using crushed white marble sand. It would have beach style pools with zero-depth entry and wave pools that would recreate the natural waves pounding upon a beach. The wave machine would generate artificial wave crests to facilitate surfing. Water chlorination and other purification system would be employed to provide a sanitized surfing experience.</p> <p>The key component of the project would be:</p> <ul style="list-style-type: none">• Artificial beach• Wave generator• Water temperature controller• Water purifier• Zero depth entry pool

GoMP invites Private Player/s to undertake the proposed project wherein the Private Player/s would build, own, maintain and operate the project. One or more party/s could take up this project.

Project Rationale

Madhya Pradesh with its vast natural and archeological heritage is fast emerging as key tourist destination in the Country. The State offers a vast variety in tourism i.e. heritage tourism; religious tourism; adventure tourism; leisure tourism; business tourism; eco-tourism; wildlife tourism, spiritual tourism etc, to cater to the diverse interests of the domestic and foreign tourists/ visitors.

Tourism Destinations	
Heritage Tourism	Gwalior, Orchha, Khajuraho, Sanchi, Mandu, Datia, Burhanpur etc
Pilgrim Tourism	Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Amarkantak, Sanchi, Orchha, Amarkantak etc.
Eco & Adventure Tourism	Pachmarhi, Kanha, Bandhavgarh, Panna, Satpura, Pench Valley National Parks, Tigr Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsaur) etc
Leisure & Business Tourism	Pachmarhi, Khajuraho, Bhopal, Gwalior, Indore, Mainpat, Tamia, Jabalpur etc.

Fuelled by increasing prosperity, the demand for quality entertainment facilities is rapidly increasing in MP. The State has a rapidly burgeoning economy and in a recent survey it has been ranked as the fastest moving States in the Country. Apart from the conventional industrial sector, it's the knowledge intensive industries such as IT, Biotechnology and ITeS which are rapidly gaining ground in the State. This has given rise to an increasing population base of knowledge worker and technopreneur which demands the development of high end entertainment and leisure facilities.

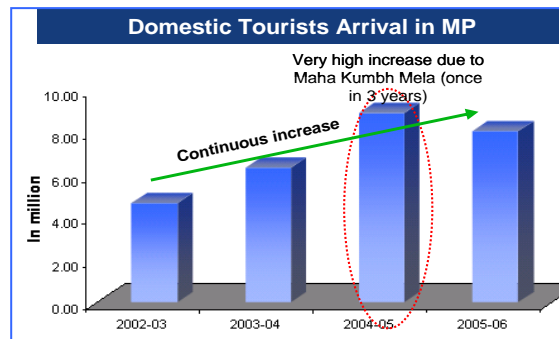
Further, leading domestic and international players are contemplating to establish their operational center in the State due to unparalleled advantages offered by it in terms of strategic central location, connectivity, economic land and manpower. However, availability of high-end entertainment options facilitating a high quality lifestyle is a key concern for these upcoming industries, especially the knowledge intensive sector. At present the entertainment and leisure options are grossly inadequate in the State.

The development of artificial beach would address a long standing demand for a high-end entertainment facility and would position MP as a key tourist destination across the Country.

Market Potential:

The tourism sector in MP is gradually gaining grounds and has been identified as one of the key growth engines by the State Government. The State offers a rich value proposition for domestic and international tourists. MP has a rich cultural heritage. Various religious spots coupled with the vast forest area and other scenic places makes MP an ideal tourist destination that could cater to various interests of tourists. Further' heritage sites such as Sanchi Stupa and Bhimbeteka features in UNESCO World Heritage Sites.

MP's tourism sector is dominated by the domestic tourism with approximately 8 million tourists arrival in 2005-06 and is ranked among top ten States for domestic tourist visits. The foreign tourist arrivals was relatively less amounting to mere 0.16 million.



In an effort to boost tourism sector in MP, the State Government has sanctioned USD 12.2 million for development of 17 tourist spots across the State. Further, the Government is also making efforts to improve air connectivity to other states.

Madhya Pradesh (MP) has several of similar places to feature, such as wildlife sanctuaries, mountains, rivers that make MP an exotic place to visit. Apart from these natural regions the Government of MP is intending to promote the development of several pioneering concepts such as the artificial beach.

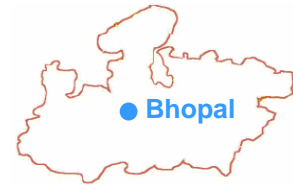
Why Madhya Pradesh?

- MP is centrally located and is in proximity to various other States. Further the State is well-connected to other cities through road, rail and air.
- MP is well connected with the major ports of entry in the Country with high foreign tourist inflow such as Delhi, Maharashtra, West Bengal, Rajasthan, Uttar Pradesh, Karnataka etc.
- Bhopal (capital of MP) could be reached from these places in duration of approximately 8 to 15 hours through road and rail.
- The proposed international airport along with the improvement in the air-connectivity of the State would increase the tourist (especially foreign tourists) traffic into the State from these tourists generating points.

- With corporate houses such as Genpact, Reliance Infocom, Force, Eicher etc planning to set-up their centers in MP (Bhopal), the number of business travelers is going to increase in the State.
- The State Government's initiatives to develop integrated infrastructure in terms of connectivity, accommodation, and focus on private investors in tourism would develop an overall infrastructure to support the tourism growth in MP.
- Presence of Centre of Excellence such as Institute of Hotel Management, Bhopal and Indian Institute of Tourism and Travel Management, Gwalior, offers skilled resources in the State.

Location Analysis

The envisaged Artificial beach would be established in “Khanu Gaon” at Bhopal, the capital of Madhya Pradesh. The city is well endowed with natural lakes, which would ensure the adequate supply of water for the optimal functioning of the project. This coupled with central connectivity is the prime reason for Bhopal being considered as ideal location for the project.



Government Support

The State Government would assist the private investor in identifying; expedite approval and clearance of the suitable land for the project. Further, the Government would also make basic infrastructure available at the site such as water, electricity, road etc.

Some of the other indicative incentives that would be offered by the State Government to the private investor for the proposed project are as follows:

- Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value for setting up Joint Ventures.
- Exemption from Luxury Tax for ten years from the date of commencement of commercial operations.
- Exemption from Sales Tax for ten years from the date of commencement of commercial operations.
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Proposed Investment

The total investment for the project is estimated around USD 440 million or INR 2000 crores.

Coordinating Agency

Department of Tourism, Government of Madhya Pradesh

Madhya Pradesh Tourism Development Corporation Ltd.